Business plan free training in Cybersecurity

1. Presentation

DarFe Learning & Consulting S.L. (hereinafter DarFe), is an 18 year old company. Its main market niche is training and consultancy on network cybersecurity issues. Its main market niche is training and consultancy on network cybersecurity issues.

> **"DarFe.es"** is the only Spanish-speaking company that distributes 100% of its know-how free of charge and disinterestedly.

This free Know Hoy is made up of:

1) Our four books (free to download)

which have already exceeded 1,000,000 downloads and are used in hundreds of universities and training centres.

- ✥ **Seguridad por Niveles**

- ✥ **Seguridad en redes**

- ✥ **Ciberseguridad, una estrategia Informático/Militar**

- ✥ **Manual de la Resiliencia**

2) Our free "Cybersecurity Technician", this

course has more than 16,000 students and upon completion, a digitally signed certificate is issued.

3) Our dozens of articles published on the Web:

https://darFe.es

4) Our Ciberwiki that positions us as the most visited <u>WiKi</u> on Cybersecurity issues..

5) Our Cycle "Learning Cybersecurity step by step".
Which has already published **90 videos** (every Monday).

6) Our Youtube channel with more than 190 videos on Networks and Cybersecurity.

7) Our permanent commitment to "Traffic Analysis"

As the best tool for understanding as the best tool to understand what circulates through our networks. We have published hundreds of traffic captures in "**.pcap**" format so that they can be downloaded free of charge and analysed with **Wireshark**.

We offer the "**Traffic Analysis**" cycle free of charge."

2. Medium-term plan

Darfe.es is currently positioned as a Hispanic benchmark in free cybersecurity training, with a novel quality, recognised by all students, subscribers and visitors.

Thanks to the interaction with them, **Darfe.es** has a very important database with lists of e-mails that users have given their consent for us to store every time they participate in our activities, courses, books, events and videos.

The analysis of this database, the users' comments and the requests we receive daily, has made us think that the "Crowd" phenomenon can make it possible to maintain this philosophy of free, methodical and quality training, and that it can compete with any other regulated course or master's degree whose costs range between 5,000 and 10,000 euros.

We could do it for free and with the same, or even better, quality than many of them.

What are the necessary milestones.

1) Overcoming the critical threshold of visits and subscribers.

2) Gain the support of companies and government agencies interested in the project.

3) Maintain an aggressive campaign on the quality of our content.

4) Achieve massive support on the Internet and social networks.

5) Move step by step towards recognition by official education bodies, as an "**official master's degree in Cybersecurity**" (free of charge).

6) Reach 100,000 students

If these objectives are achieved, the following three levels of courses would be open for free, totalling 60, 120 and 180 teaching hours respectively, i.e. a total of **360 teaching hours**.

CURSOS DE CIBERSEGURIDAD EN REDES Y SISTEMAS DE TI QUE IMPARTE DARFE (On-line)

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